

The logo of the Massachusetts Department of Fire Services is a yellow Maltese cross with a grey outline. Inside the cross, the words "MASS DEPARTMENT OF FIRE SERVICES" are written in a circular arrangement. In the center of the cross is a blue shield featuring a yellow figure of a firefighter. A banner at the bottom of the cross reads "COMMONWEALTH OF MASSACHUSETTS".

Winter Heating Safety Campaign

Keep Warm, Keep Safe

Stephen D. Coan, State Fire Marshal

Purpose

- To present winter fire safety strategies which will save lives and property this coming winter
- To focus on alternative heating methods and how some of these methods may be unsafe



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Heating #2 Cause

- Heating is the second leading cause of fires in the home in MA
- In Franklin & Hampshire counties, heating is the #1 cause of residential fires



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Heating Equipment Fires in MA (All fuel sources)

Past 5 years (2003 –07):

- 14,075 fires caused by heating
- 15 civilian deaths
- 98 civilian injuries
- 158 fire service injuries
- \$38 million+ in property damage



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MA Heating Fires - 2007

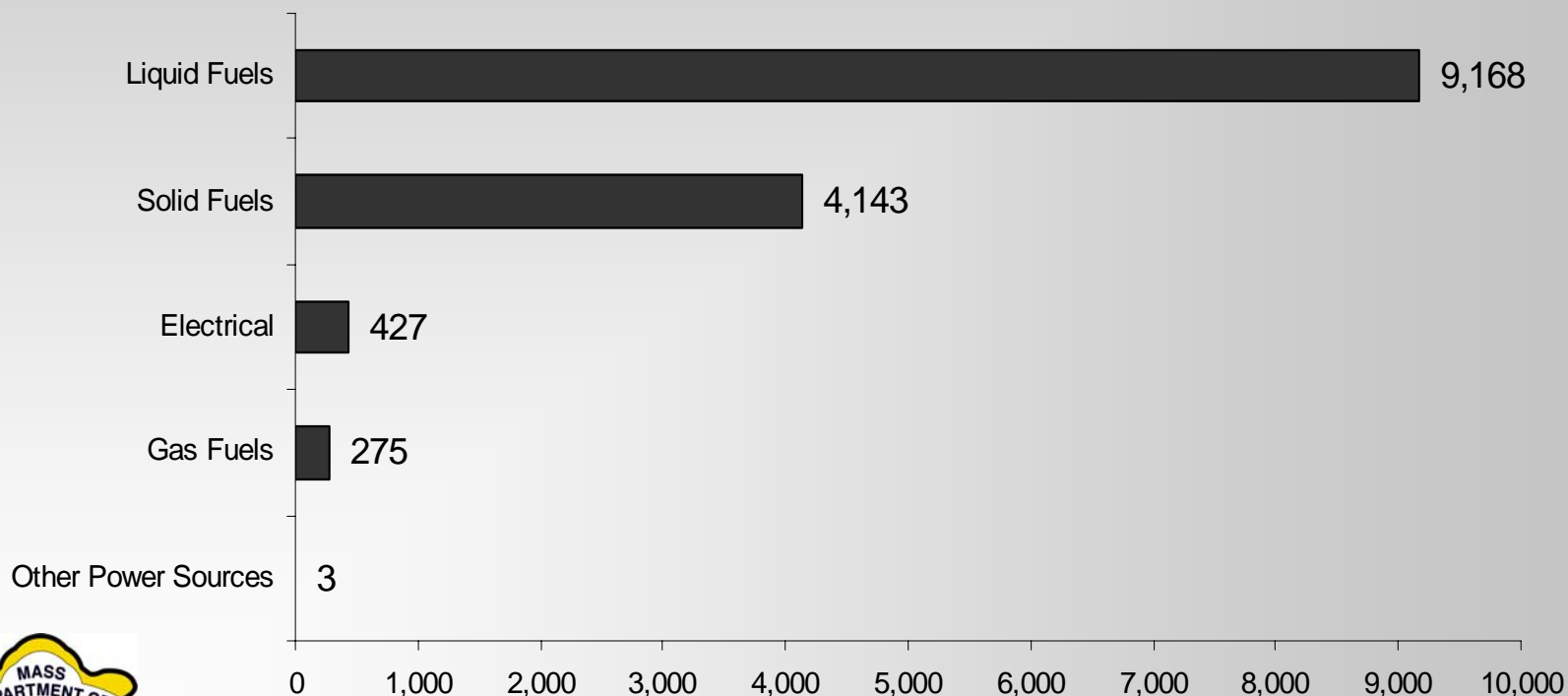
- 2,945 heating fires
- 2 civilian deaths
- 4 civilian injuries
- 26 fire service injuries
- \$5.4 million+ in property losses



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Types of Heating Equipment Fires

All MA Heating Fires by Power Source 2003 - 2007



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Portable Space Heater Fires

- While these fires are not frequent, they are deadly!
- One of every 10 space heater fires causes a fatality.
- In 2007 alone, 19 fires, 3 civilian deaths, 2 civilian injuries & 7 fire service injuries



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Portable Space Heater Fires

From 2002 thru 2007,

- 61 fires
- 6 civilian deaths
- 10 civilian injuries
- 14 fire service injuries
- \$3 million+ in property damage



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Carbon Monoxide (CO) - The Silent Killer

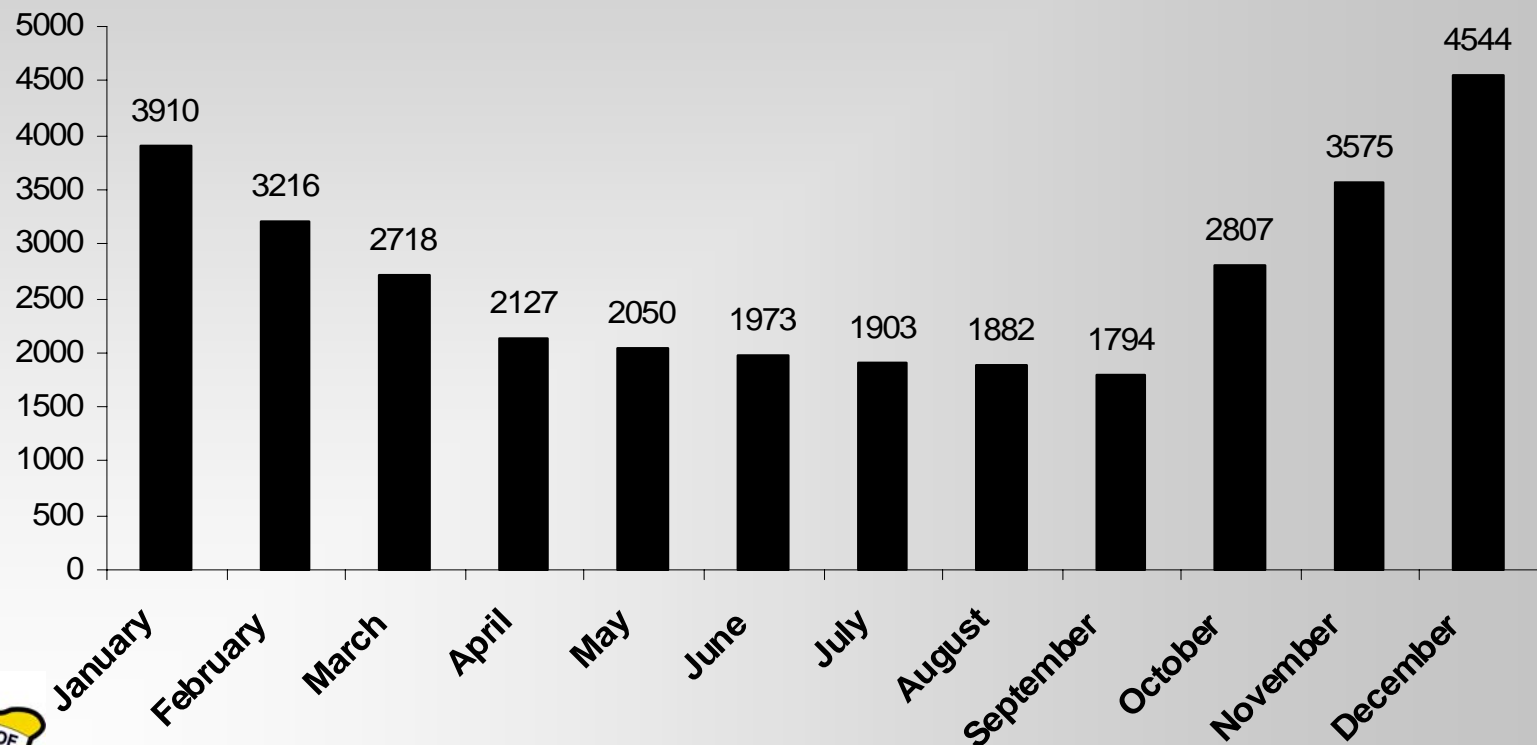
- Heating equipment is the leading cause of CO incidents primarily due to improper use, lack of maintenance



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Winter Peak Time for CO Calls

of CO Incidents in MA 2003 - 2007



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Carbon Monoxide (CO) - The Silent Killer

- From 2003 – 07,
 - 47% of CO calls occur between November and February when home heating systems are in use
 - 97% of all CO incidents occur in residential buildings
- Nicole's Law requiring CO detectors, effective March 2006



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DFS Key Messages

- Keep the messages simple – ***Keep Warm, Keep Safe***
- Make sure smoke alarms and CO detectors are installed and working .



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DFS Key Messages

- There will be increased space heater use - Give space heaters space!
- Comply with fire and building codes for safe installation of wood stoves, fireplace inserts, portable space heaters, etc.



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DFS Key Messages

- Follow directions when using alternative heating sources (wood stoves, electric space heaters,, fireplaces)
- Don't use appliances as a primary heating source
- Don't hoard fuel in unsafe containers



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DFS Strategies

- Expansion on the theme of “Keep Warm, Keep Safe”
- Develop public service announcements -multi-media (print, radio, tv, cable, internet), multi-lingual



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DFS Strategies

- Involve local fire departments in the placement and dissemination of materials statewide
- Tie in with the Student Awareness of Fire Education (S.A.F.E.) Program, a state initiative to provide resources to local fire departments to conduct fire and life safety education programs in grades K-12.



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DFS Strategies

- Distribute materials at events such as public safety conferences and other special events through fall and winter
- Utilize DFS website for posting safety tips & other public service campaign materials
- Coordinate training on alternative heating sources for both fire and building inspectors statewide



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DFS Strategies

Involve more partners in government and private sectors, such as:

- Local Fire Prevention and Public Education officials
- Local building inspectors
- Local Emergency Planning Councils (LEPCs)
- Businesses which distribute alternative heating equipment, such as Lowe's, Home Depot
- Local non-profits involved in fuel assistance



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Target Audiences

- General public, especially those in need of heating assistance which includes people on fixed incomes, such as the elderly, veterans, disabled, students, etc.
- Multi-cultural/multiple languages (Spanish, Portuguese, Chinese, etc.)



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Target Audiences

- Point of sale customers at stores (Lowe's, Home Depot, ACE Hardware, Walmart, Target, etc.) where alternative heating sources (space heaters & wood/pellet stoves) are sold



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Deliverables

- Two-sided flyer on winter fire safety tips
- Additional *Keep Warm, Keep Safe* support materials
- Instructor packets



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The logo of the Massachusetts Department of Fire Services is a yellow shield with a grey border. At the top, it says "MASS" in a semi-circle. Below that, "DEPARTMENT OF" is written in a larger semi-circle. In the center, "FIRE SERVICES" is written in a banner. Below the banner is the Seal of the Commonwealth of Massachusetts, which features a Native American figure holding a bow and arrow, with a five-pointed star above his right shoulder. The shield is flanked by two vertical banners: the left one says "COMMONWEALTH" and the right one says "MASSACHUSETTS".

Further Discussion

- **Other outreach ideas**
- **Other ways to assist
LIHEAP clients**